

**RULE-BASED PERSONALIZATION FRAMEWORK FOR
INTEGRATING RECOMMENDATION SYSTEMS**

ABSTRACT

- 5 A recommendation system includes a rule system for which defined recommendation system
interfaces are available. The recommendation system interfaces are used in the action portion of
predicate-action rules in the rule system to invoke non-rule-based systems. The non-rule-based
systems provide recommendations to the rule system based on information passed to the non-rule-
based systems on invocation and based on data made available to the non-rule-based systems. The
10 rule system establishes a event-listener connection with the non-rule-based system to provide a data
feed to the non-rule-based system.